

CASE STUDY

Technology

Managing digital identities for leadership success



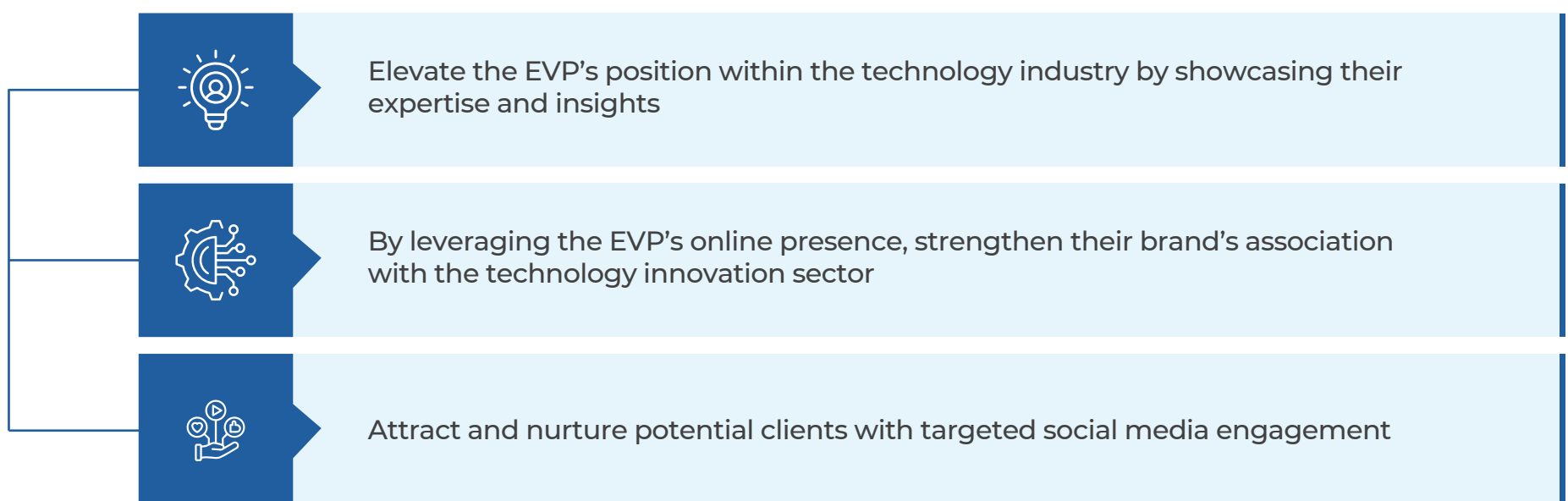
Navigating the social media landscape and building a compelling online persona can be a complex task. This case study explores how Netscribes successfully addressed this challenge for a Fortune 500 IT service company's Executive Vice President (EVP).

About the client

The client, a Fortune 500 IT service provider with a global reach, sought to leverage the power of social media to elevate their brand's value proposition within the technology sector. Specifically, they desired to position the EVP as an extended brand representative and a trusted technology innovation domain expert.

Objectives

With the ever-growing importance of **digital influence**, the client sought to achieve three key objectives:



Challenges

However, achieving these objectives presented several challenges:

- The EVP's existing social media presence needed significant improvement to attract a wider audience
- The client's industry is highly competitive, meaning a strategic approach was essential to establish credibility and thought leadership
- Developing content that resonated with the target audience and drove meaningful engagement was crucial for success



Solutions proposed

Netscribes proposed an 18-month, three-phased digital identity management (DIM) program focusing on LinkedIn and X (then Twitter), the key social media platforms for professionals in the technology space.



Profile access

Netscribes gained access to the EVP's social media profiles for comprehensive management and optimization



Content strategy

Netscribes developed a monthly content calendar featuring industry insights, thought leadership pieces, and industry news



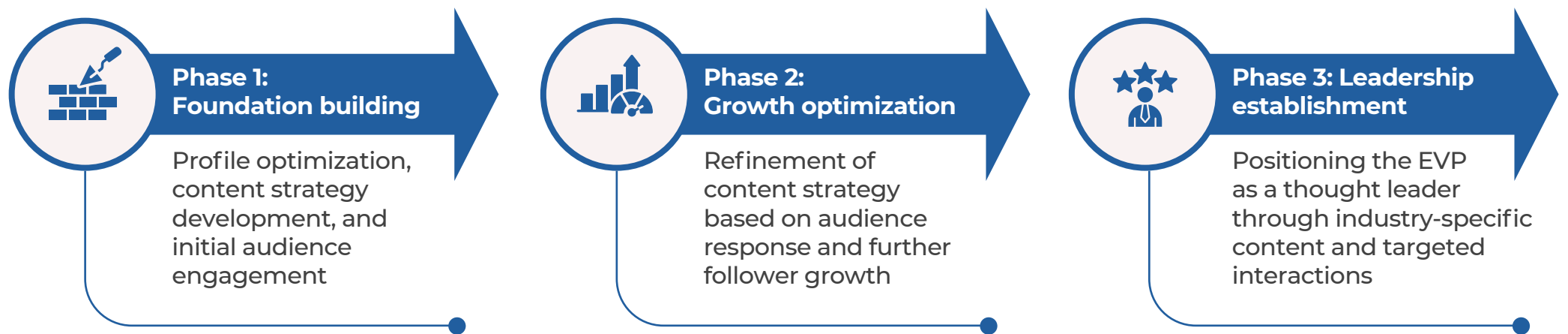
End-to-end management

Netscribes handled all aspects of profile management, including content creation, scheduling, posting, and engagement



Implementation

The 18-month program was divided into three phases:



Methodology used

Netscribes employed a data-driven approach, leveraging a combination of:

- **Competitive analysis:** Identifying industry influencers and benchmarks
- **Audience research:** Understanding the target audience's interests and preferred content formats
- **Data-driven approach:** Monitoring key metrics and adapting strategies for optimal results



Results

The DIM program delivered significant improvements in the EVP's digital standing:



The EVP's follower base on LinkedIn increased from **1,800 to over 5,600**, and on X, from **900 to 1,100**



The EVP was recognized as one of the **"Top 50 Healthcare Leader in Consulting"** in 2022



Identified and nurtured **10** qualified leads through targeted LinkedIn interactions



Average post engagement on LinkedIn exceeded **500**, and average tweet impressions surpassed **300**



Netscribes not only delivered on their promises but exceeded my expectations. Highly recommended for social media identity management!

– Chief Growth Officer



Lessons learned

The project highlighted the importance of:

- Regular and relevant content for building audience trust and engagement
- Monitoring key metrics allows for continuous improvement of the DIM strategy
- Establishing expertise and providing valuable insights for recognition and lead generation



Future recommendations

Looking ahead, the ever-evolving social media landscape presents new opportunities to expand the EVP's reach and influence. For this, we have suggested:

- Exploring additional social media platforms relevant to the technology industry
- Leveraging video content for increased engagement and reach
- Developing and fostering partnerships with other industry influencers

This success story demonstrates how a well-defined DIM program can empower leaders to cultivate a strong digital presence and cement their position as thought leaders within their chosen field. To achieve similar results, [reach out to us](#) or [visit our website](#) to know more about how we can help you.

[Contact us](#)



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